



<b>Institution:</b>	FREE INTERNATIONAL UNIVERSITY FROM MOLDOVA (ULIM)
<b>EU subject code:</b>	09. Languages and Philological Sciences
<b>Type of Mobility:</b>	Master for Exchange
<b>For each Subject code:</b>	Specialty: Journalism, Imagology and Public Relations
<p><b>List of Courses</b> (with ECTS credits) or link to a web-site with information about courses available to exchange students at Master level</p>	<p><b>I semester</b></p> <ul style="list-style-type: none"> <li>• Theory and Practice of Social Communication (5 ECTS)</li> <li>• Fundamentals of Public Relations (5 ECTS)</li> <li>• Media Culture: Communication Theory and Practice (5 ECTS)</li> <li>• Foreign Language (english, french, german, spanish, italian, chinese, korean) (5 ECTS)</li> <li>• Journalistic Text Editing. (5 ECTS)</li> <li>• PR Text Editing (5 ECTS)</li> <li>• Image Creation in PR. PR Department within an Organization (5 ECTS) (romanian/russian/english/french/korean/chinese)</li> <li>• Research Methodology and Ethics in Public Relations (5 ECTS) (romanian/russian/english/french/korean/chinese)</li> <li>• Creative Techniques in PR (5 ECTS)</li> <li>• Public Image of Leaders and Institutions (5 ECTS)</li> <li>• Public Relations on the Internet. Advertising and New Media (5 ECTS)</li> <li>• Radio/TV Text Editing. (5 ECTS)</li> <li>• Material Editing for News Media (5 ECTS) (romanian/russian/english/french/korean/chinese)</li> <li>• Event Management (5 ECTS) (romanian/russian/english/french/korean/chinese)</li> <li>• Social Image of an Organization. Media and Imagology (5 ECTS) (romanian/russian/english/french/korean/chinese)</li> </ul> <p><b>II semester</b></p> <ul style="list-style-type: none"> <li>• PR Campaign Management (5 ECTS)</li> <li>• Communication and Branding (5 ECTS)</li> <li>• Foreign Language (english, french, german, spanish, italian, chinese, korean) (5 ECTS)</li> <li>• Mass Media and Public Opinion (5 ECTS)</li> <li>• Promotional Strategies and Techniques. (5 ECTS)</li> <li>• Study Methods in Communication (5 ECTS)</li> <li>• Project Management (5 ECTS)</li> <li>• Career Planning (5 ECTS)</li> </ul>
<p><b>Admission requirements for exchange students at Master level :</b> Language requirements Other academic requirements (f.e. how many years a candidate must</p>	<p>Students should have a good command (at least B2) of both written and spoken language in which courses are taught. At ULLIM you can choose from Specialties with the following language combinations: French/english, French/spanish, French/deutsch, Spanish/english,</p>



<p>have completed)</p>	<p>English/spanish, English/french, English/deutsch, Deutsch/english, English/chinese, English/korean, English/russian, French/chinese, French/ korean, Deutsch/chinese, Deutsch/chinese, Spanish/chinese, Spanish/korean. Students are required to have obtained a Bachelor degree in humanities or social sciences at home University.</p>
<p><b>Academic calendar for exchange students at Master level :</b></p>	<p>Autumn semester: 01.09.2014 – 13.12.2014 Examinations: from 16.12.2014 to 24.12.2014 Winter holidays: 25.12.2014 – 08.01.2015 Examinations: 09.01.2015 – 31.01.2015 Spring semester: 03.02.2015 –23.05.2015 Spring vacation: 21.04.2015 – 28.04.2015 Examinations: from 26.05.2015 to 20.06.2015 Summer holidays: 01 July – 31 August, 2015</p>
<p><b>Contact name and e-mail for exchange students at Master level :</b></p>	<p>Vitalie Budeci: <a href="mailto:vbudeci@ulim.md">vbudeci@ulim.md</a> <a href="mailto:cci@ulim.md">cci@ulim.md</a></p>
<p><b>Additional information:</b></p>	<p>No visa needed for Europeans for a period of stay until 90 days, during six months from the moment of the first entry. Accommodation will be offered upon request; students should mention the need of accommodation at the moment they are accepted. Courses are available in Romanian, Russian, English, French, German, Korean, Spanish and Chinese. Free language courses of Romanian, Russian, Chinese, Korean, Turkish and Polish.</p>